

Listing of Claims:

Claim 1: (Currently Amended) A system, comprising

~~a receiver-set-top box~~ configured to:

receive a ~~first~~-broadcast stream, a portion of the ~~first~~-broadcast stream having a first priority indicator; ~~and~~

receive a ~~separate second~~ media separate from the broadcast stream, the media having a second priority indicator; the separate second media to be played during the portion of the first broadcast stream greater than the first priority indicator;

receive a signal configured to modify the first priority indicator from a first priority to a second priority;

modify the first priority indicator from the first priority to the second priority in response to receiving the signal;

determine whether the modified first priority indicator is greater than the second priority indicator; and

replace the portion of the broadcast stream with the separate media in response to determining that the modified first priority indicator is lower than the second priority indicator

~~delay the insertion of the separate second media until another portion of the first broadcast stream having a third priority indicator in response to determining that the first priority indicator is greater than the second priority indicator, the third priority indicator being less than the second priority indicator.~~

Claim 2: (Previously Presented) The system of Claim 1 wherein the first and second priority indicators comprise at least one of a number, a letter, and a symbol.

Claim 3: (Currently Amended) The system of Claim 1 wherein the separate ~~second~~ media and the ~~first~~-broadcast stream are the same media.

Claim 4: (Currently Amended) The system of Claim 1 wherein the separate ~~second~~ media and the ~~first~~-broadcast stream are different media.

Claim 5: (Currently Amended) The system of Claim 1 wherein an event triggers an insertion of the separate ~~second~~ media into the ~~first~~ broadcast stream.

Claim 6: (Previously Presented) The system of Claim 5 wherein the event includes an arrival of an e-mail message.

Claim 7: (Currently Amended) The system of Claim 1 wherein ~~a the~~ signal configured to change the first priority indicator is programmed by a time mark; ~~the time mark synchronizing the second media insertion with the first broadcast stream.~~

Claim 8: (Currently Amended) The system of Claim 1 further wherein one or more additional priority indicators are associated with the ~~first~~ broadcast stream using at least one of a pilot tone and a watermark.

Claim 9: (Previously Presented) The system of Claim 1 wherein the first and second priority indicators are user specified.

Claim 10: (Currently Amended) The system of Claim 1 wherein the ~~receiver~~ set-top box is part of a television system or radio system.

Claim 11: (Currently Amended) A method of inserting media into a broadcast stream, the method comprising:

receiving, at a set-top box, a first broadcast stream having a first priority indicator, wherein the first priority indicator is associated with a portion of the first broadcast stream;

receiving, at the set-top box, a separate second media separate from the broadcast stream and having a second priority indicator lower than the first priority indicator; the separate second media configured for insertion into the first broadcast stream during the first portion of the first broadcast stream;

receiving, at the set-top box, a signal configured to modify the first priority indicator from a first priority to a second priority;

modifying, at the set-top box, the first priority indicator from a first priority to a second priority in response to receiving the signal;

determining, at the set-top box, whether the modified first priority indicator is greater than the second priority indicator; and

in response to determining that the modified first priority indicator is greater-lower than the second priority indicator, delaying the insertion of inserting the separate second-media into the first-broadcast stream.

Claim 12: (Previously Presented) The method of Claim 11 wherein the first and second priority indicators comprise at least one of a number, letter and symbol.

Claim 13: (Currently Amended) The method of Claim 11 wherein the separate second media and the first-broadcast stream are the same media.

Claim 14: (Currently Amended) The method of Claim 11 wherein the separate second media and the first-broadcast stream are different media.

Claim 15: (Currently Amended) The method of Claim 11 wherein an event triggers an insertion of the separate second-media into the first-broadcast stream.

Claim 16: (Previously Presented) The method of Claim 15 wherein the event includes an arrival of an e-mail message.

Claim 17: (Currently Amended) The method of Claim 11 wherein a plurality of priority indicators are each associated with a different portion of the first-broadcast stream, wherein the plurality of priority indicators are embedded into the first-broadcast stream using at least one of a pilot tone and a watermark.

Claim 18: (Currently Amended) The method of Claim 11 wherein a plurality of priority indicators are each associated with a different portion of the first-broadcast stream based on a geographic area.

Claim 19: (Currently Amended) The method of Claim 11 wherein ~~a~~the signal configured to change the first priority indicator of the media insertion is programmed by a time mark, the time mark synchronizing the ~~second~~separate media insertion with the ~~first~~ broadcast stream.

Claims 20-25: (Cancelled).

Claim 26: (Currently Amended) A machine-readable storage medium tangibly embodying a sequence of instructions executable by the machine to perform a method for inserting media into a broadcast stream, the method comprising:

receiving a ~~first~~ broadcast stream having a first priority indicator, wherein the first priority indicator is associated with a portion of the ~~first~~ broadcast stream;

receiving a separate ~~second~~ media having a second priority indicator lower than the first priority indicator; ~~the separate second media configured for insertion into the first broadcast stream during the first portion of the first broadcast stream;~~

receiving a signal to modify the first priority indicator from a first priority to a second priority;

modifying the first priority indicator from the first priority to the second priority in response to receiving the signal;

determining whether the modified first priority indicator is greater than the second priority indicator; and

in response to determining that the modified first priority indicator is ~~greater~~lower than the second priority indicator, ~~delaying the insertion of~~inserting the separate ~~second~~ media into the ~~first~~ broadcast stream.

Claim 27: (Previously Presented) The machine-readable storage medium of Claim 26 wherein the first and second priority indicators comprise at least one of a number, a letter and a symbol.

Claim 28: (Currently Amended) The machine-readable storage medium of Claim 26 wherein the separate ~~second~~ media and the ~~first~~ broadcast stream are the same media.

Claim 29: (Currently Amended) The machine-readable storage medium of Claim 26 wherein the separate ~~second~~ media and the ~~first~~ broadcast stream are different media.

Claim 30: (Currently Amended) The machine-readable storage medium of Claim 26 wherein an event triggers an insertion of the ~~second~~ separate media into the broadcast stream.

Claim 31: (Previously Presented) The machine-readable storage medium of Claim 30 wherein the event includes an arrival of an e-mail message.

Claim 32: (Currently Amended) The machine-readable storage medium of Claim 26 wherein a plurality of additional priority indicators are each associated with a different portion of the ~~first~~ broadcast stream, the plurality of additional priority indicators embedded into the ~~first~~ broadcast stream using a pilot tone or watermark.

Claim 33: (Currently Amended) The machine-readable storage medium of Claim 26 wherein a plurality of additional priority indicators are each associated with a different portion of the ~~first~~ broadcast stream based on a subdivision or geographic area, the plurality of additional priority indicators allowing broadcasters to sell advertising space for the particular subdivision or geographic area.

Claim 34: (Currently Amended) The machine-readable storage medium of Claim 26 wherein the priority indicators are user assigned to the ~~second~~ separate media by a local user of the system.

Claim 35: (Canceled).

Claim 36: (Cancelled).

Claim 37: (New) The system of claim 1, wherein the signal is programmed by a time mark.

Claim 38: (New) The system of claim 1, wherein the set-top box is further configured to:
 determine that the first priority indicator is greater than the second priority indicator prior
to receiving the signal; and
 delaying the insertion of the separate media into the broadcast stream until the first
priority indicator is modified.